

Minutes of the Community/Public Relations Committee of the Board of Education  
Regional School District 14 [www.ctreg.org](http://www.ctreg.org)  
Tuesday, September 6, 2016

Start: 5:40 pm End: 6:32 pm

In attendance were: Pam Zmek, Janet Morgan, David Lampart, Carol Ann Brown, also in attendance were Dr. Anna Cutaia-Leonard, and BoE clerk, Natascha Schwartz.

Ms. Zmek, as the new Board Chair, recommended setting committee goals and asked if anyone had any thoughts.

There was a round table discussion between committee members to brainstorm for ideas on what types of goals should be set for the year.

**Suggested goals of the committee included:**

- 1) BoE members becoming known and promoting themselves within the community, as it is felt that the general public is unaware as to what is going on. This would be achieved by promoting user friendly resources such as NEATV, which the community could see in real time.
- 2) As the BoE are the stewards of taxpayers' dollars, need to establish trust from the community by being vocal in our accomplishments that would be important to the community such as, cutting over \$1.1M from the budget. The public relations committee can work collaboratively with the finance committee to compile and relay such information.
- 3) Increasing the understanding of what the BoE does and their accomplishments by community outreach such as seniors coffee conversations, publishing BoE goals in different media outlets, giving short face-to-face presentations at certain venues to small groups

Ms. Zmek requested that all committee members to come up with more ideas to set goals and to submit them to Ms. Morgan to compile for the next committee meeting being held on Thursday, September 08, 2016.

**Community Conversations:**

Dr. Anna, Ms. Morgan, Ms. Van Aken thought it would be a good idea that the BoE hold community conversations which would consist of gathering 100 people from diverse backgrounds in the region, to discuss specific topics, engaging these community members in coming up with ideas to aide in becoming change agents. Each board member would be a scribe to listen to the feedback. The board members would then bring the ideas to the public relations committee, and ideas would be pooled together and brought to the BoE for further action/discussion.

The 100 individuals would be placed into focus groups which would be broken down into 10 groups of 10 individuals, of which 5 would be from Bethlehem and 5 from Woodbury. Focus groups would consist of the following:

Students	Teachers	Civic Groups
Seniors	Business People	Alumni
Parents (middle & high schools)	Parents (elementary schools)	
Municipal people	Regional Administrators	

As there are only 8 BoE members, Ms. Culkin and Mr. McAllister would be asked if they would take on the remaining groups. There would be a facilitated training for the BoE members along with Ms. Culkin and Mr. McAllister prior to the event. Dr. Anna working with facilitator to get dates. Ms. Schwartz to speak with Dr. Anna for potential dates and send to BoE members.

Committee member assignments for outreach to establish focus groups:

Mr. Lampart & Ms. Van Aken: Community & Civic Groups  
Mr. Lampart: Business people  
Dr. Anna: Students, Teachers, Administrators, Parents, Alumni  
Ms. Morgan & Ms. Van Aken: Municipal people  
Ms. Brown & Ms. Zmek: Seniors

The first Community Conversation to be held, Sunday, November 6<sup>th</sup>, 2016. Location to be determined at the next meeting on Thursday, September 08, 2016. The topic of conversation will be, "What do we want for students in Region 14 schools?"

Ms. Morgan will ask the culinary group to prepare light snacks and refreshments for the event. Municipal leaders, board members, elected officials and press will be invited and a press conference will be held at 4:30pm to discuss the outcome of these focus groups. There will also be a short Q & A period.

The venue will be determined at the next meeting to be held Thursday, September 08, 2016. The potential venues being looked at are Old Town Hall and Memorial Hall.

Mock up invitation done by Ms. Schwartz and will send 150 invitations out by mail once venue is finalized.

Next Community Conversation to be held April 30, 2017 in reciprocal town.

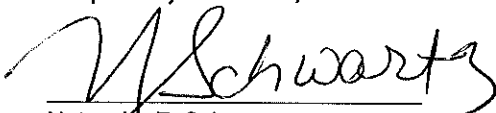
#### Upcoming Events:

September 8 - NHS Open House	September 16 – FFA Farm to Table
September 14 - BES Open House K-2	September 22 - WMS Hotdog Roast
September 15 - MES Open House	September 29 - NHS College & Career Night
September 15 - BES Open House 3-5	

Upcoming events list to be given to Dr. Anna at next meeting, Thursday, September 8, 2016. Board members to take turns attending events when possible.

Ms. Morgan would like board members attend BoF & Selectman meetings and vice versa in each town. Would like to send memo to BoF & Selectmen to advise that BoE to attend, not as official representation, but just be a presence to bring questions back to the BoE.

Respectfully Submitted,



Natascha Z. Schwartz  
Regional School District 14 Board Clerk

Recorded and filed subject to Board of Education approval by: Natascha Z. Schwartz, Board Clerk, 9/8/2016